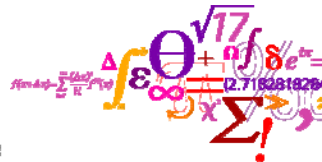


Product Development Projects in an Organisational Context

27690 – Introduction to Project Management

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Mission Statement:

“To appreciate the considerations of **project management** in a real **organisation** where results are not just about creating new knowledge but turning it into **profitable products.**”

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Overall - Learning objectives

To be able to:

1. **Describe** your research output as a product
2. **Identify** the type of organisation in which you are conducting your project
3. **Position** your project within a company's portfolio
4. **Apply** innovation management principles
5. **Apply** project management techniques to development of new products
6. **Describe** the difference between Sequential and Integrated Product Development (IPD)

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Outline for this morning...

Section 1: 09.15 – 09.45

Introduction to Product Development

Section 2: 10.00 – 10.45

Organisation in Product Development

Section 3: 11.00 – 11.45

Product Planning

Round-up: 11.45 – 12.00

A round-up of this morning's lectures

Lunch: 12.00 – 13.00

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This is an experiment!

Lets work together to find common ground
I'm going to learn as much as you are!

Not all will be applicable to drug
development but all will be applicable to
medical and pharmaceutical product
development.

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SECTION 1 (09.15 - 09.45):

Introduction to product development

What affects and product and what does it effect?

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